

ANALYSIS OF THE NAVAL SUPPLY CORPS NEWSLETTER
AS A MEANS OF INFORMATION TRANSFER

George Dedrick Outlaw

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ANALYSIS OF THE NAVAL SUPPLY CORPS NEWSLETTER
AS A MEANS OF INFORMATION TRANSFER

by

George Dedrick Outlaw, Jr.

September 1975

Thesis Advisor:

J.W. Creighton

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20. ABSTRACT (Continue on reverse side if necessary and identify by block number)

The purpose of this study was to evaluate the Naval Supply Corps Newsletter as a medium of information transfer. As such, the readers' opinions of its usefulness, interest, and editorial aspects of readability and timely receipt reflect their perception of the Newsletter as a medium of information exchange.

A questionnaire was developed and distributed to two

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thousand recipients of the Newsletter. Eight hundred and nine responses were used as a data base for computation.

The data was analyzed using the computer program "Statistical Package for the Social Sciences." The results and analyses are presented.

Analysis of the Naval Supply Corps Newsletter
As a Means of Information Transfer

by

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Lieutenant Commander, United States Navy
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Submitted in partial fulfillment of the
requirements for the degree of

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September 1975

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The purpose of this study was to evaluate the Naval Supply Corps Newsletter as a medium of information transfer.

A questionnaire was developed and distributed to two thousand recipients of the Newsletter. Eight hundred and nine responses were received.

The data were analyzed using the computer program "Statistical Package for the Social Sciences." The results and analyses are presented.

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I. INTRODUCTION

The Naval Supply Corps Newsletter is an official publication for the purpose of providing professional information to the members of the Naval Supply Corps and subscribers. The Newsletter has a distribution to approximately 10,000 persons. These individuals are the primary forces behind the logistics support for the U.S. Navy, and function in areas of technological expertise running the gambit of modern technology. As such, their needs and interests are exceedingly diverse.

The Supply Corps Newsletter serves the purpose of disseminating information which might be of use to these people to help coalesce this far flung team into a close-knit professional community with common interests.

The objective and/or purpose of this study was to contribute accurate data reflecting the opinions of the recipients of the Newsletter in the following areas: the usefulness of the Newsletter, the interest of the recipients in the Newsletter, and the editorial aspects of readability and receipt. These objectives were met by gathering the opinions of the readers by a questionnaire. Once obtained, the data was analyzed statistically to determine the opinions of the respondents about the Newsletter.

II. METHODOLOGY

A principal area of concern in communicating with respondents is to keep measurement error to a minimum. Errors may result from errors in asking the question, receiving the answer, aggregation of the data, and analyzing the result. Another source is reactive error from the respondent as described by Tull and Albaum [1].

Prior to designing the questionnaire the broader aspects of survey design had to be considered. There were three methods available. First, the objectivist method, corresponding to the specific method used in natural science research, is to run an hypothesis test using publicly stated procedures which are investigator independent. Second, the subjectivist method, requiring an hypothesis test. This method is not as strict in the requirement for publicity of procedures or investigator independence as the objectivist method. The third, the Bayesian method, also tests hypotheses, using either subjectivist or objectivist methods in addition to prior judgment. Normally, the Bayesian investigator will insist that procedures cannot be either fully publicly available or investigator independent.

The objectivist method was used in this study. It presupposes that three conditions are met. These are:

1. The respondent and the interviewer must have a common understanding of the information that is desired.

2. The respondent must be able to formulate the information required.
3. The respondent must be willing to respond.

The author attempted to meet these conditions in the design of the questionnaire.

The questions used in the initial questionnaire were derived by examining other questionnaires and by several brain-storming sessions between LCDR Outlaw, LT Soares, and LT Thacker. The initial questions were then administered to five persons by the personal interview method to help eliminate ambiguity in wording or content.

After ambiguity had been removed, they were then randomized to make up a preliminary questionnaire. The preliminary questionnaire is shown in Appendix 1. It was administered to a second test group made up of Supply Corps officers attending the Naval Postgraduate School.

The objective of this pretesting was to identify the best questions by using correlation analysis techniques. Correlation analysis provides a single summary statistic (number) which describes the strength of association between two variables. In each area of concern, i.e. interest, usefulness, and editorial aspects, each question was compared against all others in that area to determine the area with the highest strengths of association. That is to say, if there were four questions, and question (1) and (4) were highly associated they should bring forth similar responses. If question one asks the respondent if he receives the

Newsletter regularly, the reply to question 4 should be nearly the same as question one for the questions to be highly correlated.

The questions with the highest predictive ability were included in the final questionnaire (Appendix 2). Further explanation of this process will accompany correlation statistics presented in Appendix 4.

The four below-mentioned principles advanced by Moser [2] were followed as closely as possible in ordering the questions in the final questionnaire.

1. A "formal sequence" should be used which results in ordering questions from the most general to the most specific.
2. Questions should be sequenced to engage interest at the beginning, obtain the most difficult or threatening information in the middle, and obtain amplifying or auxiliary information at the end of the basic information section.
3. In general, a battery of questions is preferable to a single question, both for reasons of reliability and validity.
4. Transitions between topic areas should be facilitated by bridging materials written into the questionnaire.

The final questionnaire (Appendix 2) contains at least two sets of highly predictive questions concerning each subject area. This made the questionnaire longer than absolutely necessary, but attained increased reliability.

Two thousand questionnaires were mailed to the recipients of the Naval Supply Corps Newsletter. The distribution was as follows: Admirals, 26 of 28 (16 active, 10 reserve); Captains, 108 of 244; Commanders, 257 of 602; Lieutenant Commanders, 470 of 1164; Lieutenants and Lieutenants (junior grade), 607 of 1587; Ensigns 284 of 711. Table I indicates the number of responses by rank. No questionnaires were sent to reserves other than admirals.

Quality assurance was maintained by manually verifying every fifth data card produced by the typist. The values assigned to negatively worded questions, such as question 13.0 and 2, were inverted so that the scale would be consistent, i.e. 1 is more positive than 2, but in a negatively worded question 2 is more positive than 1. In determining composite feelings, the questions comparing the individual sections of interest, usefulness and editorial aspect were summed for each respondent. These values were then totaled and statistics obtained from these data.

III. INTERPRETATION AND ANALYSIS OF RESULTS

The primary emphasis of the questionnaire was to obtain meaningful data about the readers opinions in three areas: their interest in the Newsletter, their opinions about its usefulness, their opinions about the editorial aspects of readability and receipt. Interpretation of the results is limited to the presentation of the data and inclusion of amplifying information which may help the reader of this paper form an opinion.

Table I shows the breakdown of respondents by rank, Table II shows the breakdown of respondents by duty station, Table III shows the response to the individual questions of the questionnaire.

Table I shows that the largest percentage of respondents was the 02/03's while the lowest was the 0-1's followed by Flag Rank. The 0-2/3 comprise the largest percentage of the sample followed by the 04's. Together they comprise 62 percent of the respondents.

Table II shows the largest percentage of respondents by age was in the 25-29 age group. The second largest was in the 35-39 age group.

Table III shows that the largest percentage of respondents was from Other CONUS Shore activities. They, along with the Afloat duty stations comprise 617 of 809 responses to the questionnaire.

TABLE ONE

The Breakdown of Respondents by Rank

Rank	No. Mailed	No. Responses	Response Per Cent	Per Cent of Total Sample (809)
E8	178	66	37	8.2
E9	70	32	46	4.0
01	284	38	13	4.7
02/03	607	292	48	35.9
04	470	211	45	26.1
05	257	113	43	14.0
06	108	50	46	6.2
Flag	<u>26</u>	<u>7</u>	27	<u>.9</u>
	2000	809		100.0

TABLE II

The Breakdown of Respondents by Age

Age	No. of Respondents	Per Cent of Total Respondents
20-24	48	5.9
25-29	196	24.5
30-34	129	16.0
35-39	154	19.2
40-44	123	15.3
45-49	87	10.2
50 and over	<u>72</u>	<u>8.9</u>
	809	100.0

TABLE III

The Breakdown of Respondents by Duty Station

Duty Station	No. of Responses	Per Cent of Total Responses
NSC-ICD	65	8.0
Other CONUS Shore	372	45.9
Afloat	20	30.2
Student	20	2.4
Overseas Shore	<u>107</u>	<u>13.5</u>
	809	100.0

Table IV presents the response to the questionnaire as shown in Appendix 2. The first three questions of the questionnaire ask for 1.0 rank; 2.0 age; and 3.0 duty station. They have been summarized in Tables I, II, and III. Hence, are not included in Table IV. These three factors, rank, age, and duty station, are compared against the aggregate of the responses in the categories of editorial, interest and usefulness in Appendices 5, 6, and 7.

Table IV begins with question 4.0 of the questionnaire. Under each category of response: strongly agree, agree, no opinion, disagree, strongly disagree are the number of responses for that category and adjoining this number is the per cent of the total responses that the number represents.

A. PRESENTATION AND INTERPRETATION OF THE EDITORIAL QUESTIONS

The questions 4.0, 7.0 and 12.0 treat the subject of the editorial aspects of the Newsletter. The responses to question 4.0 show that when the number of responses in Table IV to the headings strongly agree and agree are totaled, 87.5 per cent of the respondents indicate a positive opinion of the consistent receipt of the Newsletter. Similarly the response to question 12.0 indicates that 75.9 per cent of the respondents receive the Newsletter regularly. The variation in data is partially due to the different perception of the meaning of the words "consistent" and "regular". It should be borne in mind that question 4.0 is the first question in

TABLE IV

Summary of Responses to the Questionnaire

	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
4.0 I receive my Newsletter consistently	445	55.0	263	32.5	19	2.3	58	7.2	24	3.0
5.0 The professional articles in the Newsletter are so dry it is hard to maintain interest	40	4.9	360	44.5	118	14.6	243	30.0	48	5.9
6.0 The below listed sections are responsive to the needs of my job:										
6.1 change of duty	180	22.2	321	39.7	173	21.4	88	10.9	47	5.8
6.2 retirement	111	13.7	228	28.2	264	32.6	122	15.1	84	10.4
6.3 The pipeline	134	16.6	332	41.0	223	27.6	77	9.5	43	5.3
6.4 General Interest Articles	131	16.2	472	58.3	135	16.7	50	6.2	21	2.6
6.5 Supply Corps in Action	114	14.1	354	43.8	206	25.5	99	12.2	36	4.4
6.6 Op and You	349	43.1	255	31.5	135	16.7	47	5.8	23	2.8
6.7 Navy resale notes	104	12.9	253	31.3	235	29.0	162	20.0	55	6.8
6.8 News briefs	120	14.8	431	53.3	189	23.4	50	6.2	19	2.3
6.9 professional articles	134	16.6	419	51.8	156	19.3	78	9.6	22	2.7
6.10 with the reserves	29	3.6	113	14.0	332	41.0	218	26.9	117	14.5

	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
7.0 The present readability of the Newsletter is adequate	99	12.2	548	67.7	79	9.8	73	9.0	10	1.2
8.0 I believe the below listed sections should be deleted										
8.1 News briefs	157	19.4	450	55.6	176	21.8	18	2.2	8	1.0
8.2 The pipeline	153	18.9	384	47.5	216	26.7	41	5.1	15	1.9
8.3 Navy resale notes	123	15.2	348	43.0	236	29.2	77	9.5	25	3.1
8.4 Retirements	165	20.4	391	48.3	174	21.5	51	6.3	28	3.5
8.5 OP and you	357	44.1	316	39.1	115	14.2	11	1.4	10	1.2
8.6 Change of duty	299	37.0	363	44.9	116	14.3	19	2.3	12	1.5
8.7 With the reserves	63	7.8	236	29.2	303	37.5	134	16.6	73	9.0
8.8 Supply Corps in action	129	15.9	409	50.6	209	25.8	51	6.3	11	1.4
8.9 Professional articles	196	24.2	417	51.5	155	19.2	31	3.8	10	1.2
8.10 General Interest articles	185	22.9	467	57.7	135	16.7	16	2.0	6	0.7

	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
9.0 I enjoy reading the below listed sections of the Newsletter										
9.1 Professional articles	119	14.7	416	51.4	155	19.2	95	11.4	24	3.0
9.2 with the reserves	28	3.5	115	14.2	292	36.1	241	29.8	133	16.4
9.3 OP and You	362	44.7	303	37.5	117	14.5	19	2.3	8	1.0
9.4 Navy resale notes	98	12.1	290	35.8	233	28.8	144	17.8	44	5.4
9.5 News briefs	138	17.1	494	61.1	139	17.2	26	3.2	12	1.5
9.6 General interest articles	148	18.3	484	59.8	134	16.6	33	4.1	10	1.2
9.7 Supply Corps in action	154	19.0	409	50.6	180	22.2	52	6.4	14	1.7
9.8 Change of duty	301	37.2	374	46.2	99	12.2	22	2.7	13	1.6
9.9 Retirements	172	21.3	349	43.1	165	20.4	85	10.5	38	4.7
9.10 the pipeline	125	15.5	358	44.3	222	27.4	73	9.0	31	3.8
10.0 The Newsletter is extremely helpful in providing professional information	125	15.5	398	49.2	138	17.2	122	5.1	26	3.2

	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
11.0 The below listed sections have helped me do my job better										
11.1 General Interest articles	52	6.4	322	39.8	277	34.2	123	15.2	35	4.3
11.2 professional articles	81	10.0	358	49.3	224	27.7	117	14.5	29	3.6
11.3 Supply Corps in action	31	3.8	208	25.7	335	41.4	175	21.6	60	7.4
11.4 with the reserves	12	1.5	52	6.4	333	41.2	259	32.0	153	18.9
11.5 change of duty	35	4.3	146	18.0	336	41.5	221	27.3	71	8.8
11.6 OP and you	89	11.0	253	31.3	291	36.0	137	16.9	39	4.8
11.7 retirements	21	2.6	96	11.9	329	40.7	242	29.9	121	15.0
11.8 Navy resale notes	55	6.8	177	21.9	271	33.5	203	25.1	103	12.7
11.9 the pipeline	44	5.4	243	30.0	303	37.5	159	19.7	60	7.4
11.10 news briefs	49	6.1	316	39.1	285	35.2	123	15.2	36	4.4
12.0 I am pleased with the Newsletter's regular arrival	276	34.1	338	41.8	99	12.2	60	7.4	36	4.4

	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
13.0 I believe the below listed sections are <u>NOT</u> worth reading										
13.1 General interest articles	127	15.7	480	59.3	151	18.7	37	4.6	14	1.7
13.2 Professional articles	150	18.5	421	52	155	19.2	60	7.4	23	2.8
13.3 Supply Corps in action	109	13.5	432	53.4	180	22.2	64	7.9	24	3.0
13.4 with the reserves	51	6.3	213	26.3	247	30.5	198	24.5	100	12.4
13.5 change of duty	201	24.8	433	53.5	134	16.6	24	3.0	17	2.1
13.6 OP and You	275	34.0	371	45.9	128	15.8	24	3.0	11	1.4
13.7 retirements	119	14.7	387	47.8	179	22.1	90	11.1	34	4.2
13.8 Navy resale notes	101	12.5	339	41.9	221	27.3	109	13.5	39	4.8
13.9 the pipeline	109	13.5	391	48.3	201	24.8	81	10	27	3.3
13.10 news briefs	103	12.7	481	59.5	164	20.3	46	5.7	15	1.9
14.0 The average professional article is interesting reading	50	6.2	409	50.6	125	15.5	186	23.0	39	4.8

	YES		No Opinion		NO	
	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses	No. of Responses	% of Total Responses
15.0 Do you think the Newsletter is worth publishing?	744	92	11	1.4	54	6.7

this section of the questionnaire and was purposely designed to elicit a non-threatening positive response. Question 7.0 indicates that 79.9 per cent of the readers think the present readability of the Newsletter is adequate.

The composite of respondents' views is exhibited in Figure 1. This figure indicates that the majority of the respondents consider the editorial aspects of receipt and readability positively.

B. PRESENTATION AND INTERPRETATION OF THE INTEREST QUESTIONS

These questions were designed to measure the interest in the various sections of the Newsletter. Particular emphasis was placed on the professional articles by having questions 5.0 and 14.0 address this question in addition to including it as sub-sections of questions 8.0, 9.0, and 13.0.

Responses to question 5.0 indicate that 49.4 per cent of the respondees feel that the professional articles in the Newsletter are so dry it is hard to maintain interest in them. This total was derived by adding the per cents found in Table IV, question 5.0; strongly agree, 4.9 per cent, plus agree, 44.5 per cent.

Question 14.0 asks if the average professional article is interesting reading. The response from Table IV indicates that 56.8 per cent of the respondents think they are interesting reading.

The responses to the individual sections as reflected by the reader's response to the questions were aggregated in order to determine a more representative profile of the reader's opinion. For example, to determine if the respondents are positively interested in the professional articles, the number of respondents to questions 5.0, 8.9, 9.1, 13.2, and 14.0 were added in each category of strongly agree, agree, etc. and then divided by the total respondents to determine the percentages.

This procedure was used for all sections of the Newsletter. The results of this process are as follows:

- 12.6 per cent are positively interested in the Pipeline
- 16.2 per cent are positively interested in Navy Resale Notes
- 15.7 per cent are positively interested in Retirements
- 6.7 per cent are positively interested in OP and You
- 8.7 per cent are positively interested in Change of Duty
- 25.8 per cent are positively interested in The Reserves
- 15.2 per cent are positively interested in Supply Corps
in Action
- 11.5 per cent are positively interested in Professional
Articles
- 8.8 per cent are positively interested in General Interest
Articles

C. PRESENTATION AND INTERPRETATION OF THE USEFULNESS QUESTIONS

The respondents' opinion of how useful the Naval Supply Corps Newsletter and its enclosed sections are to him was reflected in questions 6.0, 10.0, 11.0. Question 6.0 through 6.10 asked the reader's response to the question of the section's applicability to the needs of his job. Question

10.0 asked the respondent's overall opinion of the Newsletter as a source of professional information. Question 11.0-11.10 asked if the sections of the Newsletter have helped him do his job better.

The responses to question 6.0 and 11.0 were added according to their respective sections (News Briefs, Professional Articles, etc.) and divided by the number of respondents for that section. The resultant figures for the opinions of the respondents concerning the usefulness by section are as follows.

51.4 per cent consider the Change of Duty Section useful

33.6 per cent consider the Retirements Section useful

52.9 per cent consider the Pipeline Section useful

69.7 per cent consider the General Interest Section useful

53.6 per cent consider the Supply Corps in Action Section useful

68.7 per cent consider the OP and You Section useful

67.6 per cent consider the Professional Articles Section useful

15.2 per cent consider the Reserves Section useful

Question 10.0 indicates that 64.7 per cent of the respondents find the Newsletter extremely helpful in providing professional information.

D. QUESTIONS NOT INCLUDED IN PREVIOUS ANALYSIS OR INTERPRETATION

Question 15.0 asks the respondent if he thinks the Newsletter is worth publishing. 92 per cent of the respondents agree, 1.4 per cent have no opinion and 6.7 per cent believe it is not worth publishing.

Question 16.0 asked what content changes would you like to see in the Newsletter. There were over 500 responses to this question. Because of the wide diversity of opinions and the distinct reflection of the readers' feelings toward the Newsletter these off-the-cuff comments have been assembled without change and are being forwarded to the editors of the Newsletter.

Appendix 5 is a cross correlation and explanation of age, rank and duty station to the areas of interest in the Newsletter, its usefulness, and editorial aspects of the Newsletter. This data is contained in a series of Tables VIIIA,B,C, through Table XA,B,C, of Appendix 5.

IV. SUMMARY

The objective of this study was to contribute accurate data reflecting the readers' opinions of the Newsletter in the following areas: The usefulness of the Newsletter, the interest of the recipients in the Newsletter, and the editorial aspects of readability and receipt. The figures in Appendix 5 illustrate graphically the aggregate opinions of the respondents to these questions. These figures suggest that the respondents positively want a Newsletter but in its present form the Newsletter is not eliciting as much interest from the readers as it might. In the ad-hoc comments the respondents indicate that they want a more open, controversial medium through which a variety of ideas could be exchanged. They want to participate through letters to the editor or other like vehicles.

Subsequent paragraphs elucidate the data gathered by this research. Within the last paragraph are suggestions for consideration. The data indicates that 92% of the respondents think the Newsletter is worth publishing yet only 52% find it useful.

Editorial Aspects of Receipt and Readability are summarized in Table VIII. Table VIIIA shows that 93.8% of the NSC-ICP Respondents answered positively to the editorial aspects of the Newsletter. Table VIIB indicates that there was no appreciable difference between ranks concerning the editorial

aspects of the Newsletter. Greater than 20% of the ranks expressed a positive opinion about the editorial aspects. Table VIIIC shows a definite progression of the responses by age group concerning the editorial aspects of the Newsletter. The values ranged from 79.2% positive for 20-24 to 85.6% positive for 35-39 year olds. The age groups between 40 and over 50 were more positive towards the editorial aspects with an average of approximately 89% favorable.

Interest in the Newsletter by duty station, rank and age is indicated in Appendix 5 Tables IXA,B,C. Table IXA shows that the highest positive interest was expressed by the Afloat units which was 15.9% positive. The lowest positive response was from overseas shore of 5.4%. When rank and interest are considered in Table IXB it is found that the Flag Rank is the most positively interested 28.6% followed by the O-6's 18.0%. The least positive interest expressed was by the E9's 3.1%. With the exception of the O-1's the higher the rank the more interest is expressed in the Newsletter. Similarly, when Table IXC is analyzed with the exception of the 35 to 39 year olds the older the age the more positive interest is expressed in the Newsletter. The highest being 50 years and over, 15.4% positive interest and the lowest the 30-34 age with 8.0% positive interest.

The usefulness aspects of the Newsletter by duty station, rank and age are shown in Appendix 5, Tables XA,B,C. Table XA

shows that the Afloat duty stations find the Newsletter most useful, 77.3% positive response, while the NSC-ICP's and students have a 55.0% positive response.

Table XB indicates that with the exception of Flag respondents, the higher the rank the less useful the Newsletter is. E8's had a 88.8% positive response while O6's had a 60.0% positive response.

Table XC shows the usefulness of the Newsletter by age. While no definite trend can be seen the highest positive response by age group was the 25-29 age group with a 71.9% positive response. The lowest positive response was the 30-34 age group with a total positive response of 63.9%.

The data provided offers statistics upon which management decisions could be based. This data indicates that a further analysis of the Newsletter should be considered. Extended research might consider but not be limited to the following questions: (a) the desires/needs of the reader, (b) how well the Newsletter is meeting its objectives, (c) cost/benefit analysis, (d) is the Newsletter the most effective medium for information transfer, (e) should separate journals exist, i.e. exchange topics in an exchange journal, reserve information in a reserve journal, etc. The results could lead to the restructuring or refinement of the Newsletter as a more effective medium of information transfer.

APPENDIX 1

Preliminary Questionnaire

This is the initial questionnaire which was developed at the Naval Postgraduate School. Its purpose is to serve as testing instrument from which the questions with the highest predictability may be chosen for inclusion in the final questionnaire.

APPENDIX 1

1. The Newsletter's professional articles are too theoretical to be useful. SA A N D SD
2. I believe the below listed sections are not worth reading:
 - (1) General Interest Articles SA A N D SD
 - (2) Professional Articles SA A N D SD
 - (3) Supply Corps in Action SA A N D SD
 - (4) With The Reserves SA A N D SD
 - (5) Change of Duty SA A N D SD
 - (6) OP And You SA A N D SD
 - (7) Retirements SA A N D SD
 - (8) Navy Resale Notes SA A N D SD
 - (9) The Pipeline SA A N D SD
 - (10) News Briefs SA A N D SD
3. I have had a personal article published in the Newsletter. YES_____ NO_____
4. I often keep postponing reading of the professional articles. SA A N D SD
5. I have never experienced more than a one issue delay in receiving a Newsletter. SA A N D SD
6. My command is currently utilizing an idea like those presented in Newsletter professional articles. SA A N D SD
7. The professional articles in the Newsletter use terms and jargon with which I am familiar. SA A N D SD
8. I only skim the articles in the Newsletter. SA A N D SD
9. The below listed sections have helped me do my job better:
 - (1) General Interest Articles SA A N D SD
 - (2) Professional Articles SA A N D SD
 - (3) Supply Corps in Action SA A N D SD
 - (4) With the Reserves SA A N D SD
 - (5) Change of Duty SA A N D SD
 - (6) OP And You SA A N D SD
 - (7) Retirements SA A N D SD
 - (8) Navy Resale Notes SA A N D SD
 - (9) The Pipeline SA A N D SD
 - (10) News Briefs SA A N D SD
10. The present frequency of publication is too much. SA A N D SD
11. What content changes would you like to see in the Newsletter (Additions/Deletions/Letters to the Editor, etc.)?

- | | | | | | |
|---|----|---|---|---|----|
| 12. I keep a file of my Newsletter as a professional reference. | SA | A | N | D | SD |
| 13. The below listed sections are easy to understand: | | | | | |
| (1) General Interest Articles | SA | A | N | D | SD |
| (2) Professional Articles | SA | A | N | D | SD |
| (3) Supply Corps in Action | SA | A | N | D | SD |
| (4) With the Reserves | SA | A | N | D | SD |
| (5) Change of Duty | SA | A | N | D | SD |
| (6) OP And You | SA | A | N | D | SD |
| (7) Retirements | SA | A | N | D | SD |
| (8) Navy Resale Notes | SA | A | N | D | SD |
| (9) The Pipeline | SA | A | N | D | SD |
| (10) News Briefs | SA | A | N | D | SD |
| 14. An index of professional articles should be published more often. | SA | A | N | D | SD |
| 15. I believe the below listed sections should be deleted: | | | | | |
| (1) News Briefs | SA | A | N | D | SD |
| (2) The Pipeline | SA | A | N | D | SD |
| (3) Navy Resale Notes | SA | A | N | D | SD |
| (4) Retirements | SA | A | N | D | SD |
| (5) OP And You | SA | A | N | D | SD |
| (6) Change of Duty | SA | A | N | D | SD |
| (7) With The Reserves | SA | A | N | D | SD |
| (8) Supply Corps In Action | SA | A | N | D | SD |
| (9) Professional Articles | SA | A | N | D | SD |
| (10) General Interest Articles | SA | A | N | D | SD |
| 16. I have never heard anything bad said about the Newsletter by my colleagues. | SA | A | N | D | SD |
| 17. I have never missed an issue of the Newsletter when changing permanent duty stations. | SA | A | N | D | SD |
| 18. I would purchase the Newsletter for \$3.00 per year. | SA | A | N | D | SD |
| 19. The Newsletter is well organized editorially. | SA | A | N | D | SD |
| 20. The average professional article is interesting reading. | SA | A | N | D | SD |
| 21. The following categories should be eliminated from distribution: | | | | | |
| (1) All officers of the Navy Supply Corps | SA | A | N | D | SD |
| (2) Chief supply clerks | SA | A | N | D | SD |
| (3) Supply clerks | SA | A | N | D | SD |
| (4) E-8 and E-9 in supply field | SA | A | N | D | SD |

22. I would like to see a change in the editorial style of the following Newsletter sections:

(1) News Briefs	SA	A	N	D	SD
(2) The Pipeline	SA	A	N	D	SD
(3) Navy Resale Notes	SA	A	N	D	SD
(4) Retirements	SA	A	N	D	SD
(5) OP And You	SA	A	N	D	SD
(6) Change Of Duty	SA	A	N	D	SD
(7) With The Reserves	SA	A	N	D	SD
(8) Supply Corps In Action	SA	A	N	D	SD
(9) Professional Articles	SA	A	N	D	SD
(10) General Interest Articles	SA	A	N	D	SD

23. The below listed sections provide conclusive information:

(1) News Briefs	SA	A	N	D	SD
(2) Navy Resale Notes	SA	A	N	D	SD
(3) OP And You	SA	A	N	D	SD
(4) With The Reserves	SA	A	N	D	SD
(5) Professional Articles	SA	A	N	D	SD
(6) The Pipeline	SA	A	N	D	SD
(7) Retirements	SA	A	N	D	SD
(8) Change Of Duty	SA	A	N	D	SD
(9) Supply Corps In Action	SA	A	N	D	SD
(10) General Interest Articles	SA	A	N	D	SD

24. I believe the below listed sections will be of use to me in the near future:

(1) General Interest Articles	SA	A	N	D	SD
(2) Supply Corps In Action	SA	A	N	D	SD
(3) Change Of Duty	SA	A	N	D	SD
(4) Retirements	SA	A	N	D	SD
(5) The Pipeline	SA	A	N	D	SD
(6) Professional Articles	SA	A	N	D	SD
(7) With The Reserves	SA	A	N	D	SD
(8) OP And You	SA	A	N	D	SD
(9) Navy Resale Notes	SA	A	N	D	SD
(10) News Briefs	SA	A	N	D	SD

25. I enjoy reading the below listed sections of the Newsletter:

(1) Professional Articles	SA	A	N	D	SD
(2) With The Reserves	SA	A	N	D	SD
(3) OP And You	SA	A	N	D	SD
(4) Navy Resale Notes	SA	A	N	D	SD
(5) News Briefs	SA	A	N	D	SD
(6) General Interest Articles	SA	A	N	D	SD
(7) Supply Corps in Action	SA	A	N	D	SD
(8) Change Of Duty	SA	A	N	D	SD
(9) Retirements	SA	A	N	D	SD
(10) The Pipeline	SA	A	N	D	SD

- | | | | | | |
|---|----|---|---|---|----|
| 26. I am aware of the objective of the Newsletter. | SA | A | N | D | SD |
| 27. The Newsletter is extremely helpful in providing professional information. | SA | A | N | D | SD |
| 28. I receive my Newsletter consistently. | SA | A | N | D | SD |
| 29. The information in the Newsletter is factual and accurate. | SA | A | N | D | SD |
| 30. I have contributed an article to the Newsletter. | SA | A | N | D | SD |
| 31. I would like to be assigned to the Newsletter staff. | SA | A | N | D | SD |
| 32. I would like to write an article for the Newsletter. | SA | A | N | D | SD |
| 33. I am pleased with my Newsletter's regular arrival. | SA | A | N | D | SD |
| 34. The below listed sections have helped me solve problems that occurred on the job: | | | | | |
| (1) OP And You | SA | A | N | D | SD |
| (2) Retirement | SA | A | N | D | SD |
| (3) Navy Resale Notes | SA | A | N | D | SD |
| (4) The Pipeline | SA | A | N | D | SD |
| (5) News Briefs | SA | A | N | D | SD |
| (6) General Interest Articles | SA | A | N | D | SD |
| (7) Professional Articles | SA | A | N | D | SD |
| (8) Supply Corps in Action | SA | A | N | D | SD |
| (9) With The Reserves | SA | A | N | D | SD |
| (10) Change Of Duty | SA | A | N | D | SD |
| 35. I believe the distribution should be expanded to include the following: | | | | | |
| (1) Commanding Officers of units or stations | SA | A | N | D | SD |
| (2) E-1 through E-4, Supply Ratings | SA | A | N | D | SD |
| (3) E-5, Supply Ratings | SA | A | N | D | SD |
| (4) E-6, Supply Ratings | SA | A | N | D | SD |
| (5) E-7, Supply Ratings | SA | A | N | D | SD |
| 36. The Newsletter addresses problems that are troublesome to me. | SA | A | N | D | SD |

37. The below listed sections are responsive to the needs of my job:

(1) Change Of Duty	SA	A	N	D	SD
(2) Retirement	SA	A	N	D	SD
(3) The Pipeline	SA	A	N	D	SD
(4) General Interest Articles	SA	A	N	D	SD
(5) Supply Corps In Action	SA	A	N	D	SD
(6) OP And You	SA	A	N	D	SD
(7) Navy Resale Notes	SA	A	N	D	SD
(8) News Briefs	SA	A	N	D	SD
(9) Professional Articles	SA	A	N	D	SD
(10) With The Reserves	SA	A	N	D	SD

38. Rank the sections of the Newsletter as to which is of the most interest to you. (1 is the most important, 10 the least)

General Interest Articles	_____	OP And You	_____
Professional Articles	_____	Retirement	_____
Supply Corps In Action	_____	Navy Resale Notes	_____
With The Reserves	_____	The Pipeline	_____
Change Of Duty	_____	News Briefs	_____

39. The professional articles in the Newsletter are so dry it is hard to maintain interest. SA A N D SD

40. I would like to see the Newsletter published more often. SA A N D SD

41. The present readability of the Newsletter is adequate. SA A N D SD

42. My command never adopts an idea presented in the Newsletter. SA A N D SD

43. Do you think the Newsletter is worth publishing? SA A N D SD

Note:

If you have any comments or suggestions about this questionnaire, please include them separately.

APPENDIX 2

Final Questionnaire

This is the questionnaire which was sent to 2000 recipients of the Naval Supply Corps Newsletter. It consists of two parts: the general information section, questions 1 through 3; the data gathering section, questions 4-16. Questions 4, 7, and 12 are investigating the editorial aspects of the Newsletter; questions 5, 8, 9, 13, and 14 question the respondents' interest in the Newsletter, Questions 6, 10, and 11 concern the respondents' views as to the usefulness of the Newsletter. Question 15 asks the respondent if he thinks the Newsletter is worth publishing. Question 16 requests ad-hoc comments concerning content changes in the Newsletter. The comments were forwarded directly to the editors of the Newsletter.

APPENDIX 2

QUESTIONNAIRE

Please enter the most appropriate answer in the box at right

- | | Your
Answer |
|--|----------------|
| 1.0 <u>Rank</u> — indicate one of the following
E8 <u>1</u> , E9 <u>2</u> , 0-1 <u>3</u> , 0-2 <u>4</u> ,
0-3 <u>4</u> , 0-4 <u>5</u> , 0-5 <u>6</u> ,
0-6 <u>7</u> , flag <u>8</u> , civ <u>9</u> . | [] 1.0 |
| 2.0 <u>Age</u> — indicate one of the following
(20-24) <u>1</u> , (25-29) <u>2</u> , (30-34) <u>3</u> ,
(35-39) <u>4</u> , (40-44) <u>5</u> , (45-49) <u>6</u> ,
(50+over) <u>7</u> | [] 2.0 |
| 3.0 <u>Duty Station</u> — indicate one of the following
NCS-ICP <u>1</u> , other CONUS Shore <u>2</u> ,
afloat <u>3</u> , student <u>4</u> , overseas shore <u>5</u> | [] 3.0 |

- | | | Strongly Agree | Agree | No Opinion | Disagree | Strongly Disagree | |
|---|---|----------------|-------|------------|----------|-------------------|------|
| 4.0 I receive my Newsletter consistently. | 1 | 2 | 3 | 4 | 5 | [] | 4.0 |
| 5.0 The professional articles in the Newsletter are so dry it is hard to maintain interest. | 1 | 2 | 3 | 4 | 5 | [] | 5.0 |
| 6.0 The below listed sections are responsive to the needs of my job: | | | | | | | |
| 6.1 Change of Duty | 1 | 2 | 3 | 4 | 5 | [] | 6.1 |
| 6.2 Retirement | 1 | 2 | 3 | 4 | 5 | [] | 6.2 |
| 6.3 The Pipeline | 1 | 2 | 3 | 4 | 5 | [] | 6.3 |
| 6.4 General Interest Articles | 1 | 2 | 3 | 4 | 5 | [] | 6.4 |
| 6.5 Supply Corps In Action | 1 | 2 | 3 | 4 | 5 | [] | 6.5 |
| 6.6 OP And You | 1 | 2 | 3 | 4 | 5 | [] | 6.6 |
| 6.7 Navy Resale Notes | 1 | 2 | 3 | 4 | 5 | [] | 6.7 |
| 6.8 News Briefs | 1 | 2 | 3 | 4 | 5 | [] | 6.8 |
| 6.9 Professional Articles | 1 | 2 | 3 | 4 | 5 | [] | 6.9 |
| 6.10 With The Reserves | 1 | 2 | 3 | 4 | 5 | [] | 6.10 |

							Your Answer
		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	
7.0	The present readability of the Newsletter is adequate.	1	2	3	4	5[]	7.0
8.0	I believe the below listed sections should be deleted.						
8.1	News Briefs	1	2	3	4	5[]	8.1
8.2	The Pipeline	1	2	3	4	5[]	8.2
8.3	Navy Resale Notes	1	2	3	4	5[]	8.3
8.4	Retirements	1	2	3	4	5[]	8.4
8.5	OP And You	1	2	3	4	5[]	8.5
8.6	Change Of Duty	1	2	3	4	5[]	8.6
8.7	With The Reserves	1	2	3	4	5[]	8.7
8.8	Supply Corps In Action	1	2	3	4	5[]	8.8
8.9	Professional Articles	1	2	3	4	5[]	8.9
8.10	General Interest Articles	1	2	3	4	5[]	8.10
9.0	I enjoy reading the below listed sections of the Newsletter.						
9.1	Professional Articles	1	2	3	4	5[]	9.1
9.2	With The Reserves	1	2	3	4	5[]	9.2
9.3	OP And You	1	2	3	4	5[]	9.3
9.4	Navy Resale Notes	1	2	3	4	5[]	9.4
9.5	News Briefs	1	2	3	4	5[]	9.5
9.6	General Interest Articles	1	2	3	4	5[]	9.6
9.7	Supply Corps In Action	1	2	3	4	5[]	9.7
9.8	Change Of Duty	1	2	3	4	5[]	9.8
9.9	Retirements	1	2	3	4	5[]	9.9
9.10	The Pipeline	1	2	3	4	5[]	9.10
10.0	The Newsletter is extremely helpful in providing professional information.	1	2	3	4	5[]	10.0

							Your Answer
		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	
11.0	The below listed sections have helped me to do my job better.						
11.1	General Interest Articles	1	2	3	4	5[]	11.1
11.2	Professional Articles	1	2	3	4	5[]	11.2
11.3	Supply Corps In Action	1	2	3	4	5[]	11.3
11.4	With The Reserves	1	2	3	4	5[]	11.4
11.5	Change Of Duty	1	2	3	4	5[]	11.5
11.6	OP And You	1	2	3	4	5[]	11.6
11.7	Retirements	1	2	3	4	5[]	11.7
11.8	Navy Resale Notes	1	2	3	4	5[]	11.8
11.9	The Pipeline	1	2	3	4	5[]	11.9
11.10	News Briefs	1	2	3	4	5[]	11.10
12.0	I am pleased with my Newsletter's regular arrival.	1	2	3	4	5[]	12.0
13.0	I believe the below listed sections are <u>not</u> worth reading.						
13.1	General Interest Articles	1	2	3	4	5[]	13.1
13.2	Professional Articles	1	2	3	4	5[]	13.2
13.3	Supply Corps In Action	1	2	3	4	5[]	13.3
13.4	With The Reserves	1	2	3	4	5[]	13.4
13.5	Change Of Duty	1	2	3	4	5[]	13.5
13.6	OP And You	1	2	3	4	5[]	13.6
13.7	Retirements	1	2	3	4	5[]	13.7
13.8	Navy Resale Notes	1	2	3	4	5[]	13.8
13.9	The Pipeline	1	2	3	4	5[]	13.9
13.10	News Briefs	1	2	3	4	5[]	13.10
14.0	The average professional article is interesting reading.	1	2	3	4	5[]	14.0
15.0	Do you think the Newsletter is worth publishing? YES = 1 NO = 2					[]	15.0
16.0	What content changes would you like to see in the Newsletter (Additions/Deletions/Letters to the Editor, etc.)?						

APPENDIX 3

Selection of Most Predictive Questions

After thirty responses were obtained from the students at the Naval Postgraduate School, the correlations and cross correlations were determined from the SPSS program [3]. The resultant data was analyzed for the selection of the combination of questions having the highest correlation. The remainders of the pairs of questions in each area, i.e., use, interest, and editorial aspects, were cardinally ordered. From this elimination at least two sets of questions were used in each area of concern. Some questions cross-correlated highly to the primary selection and, thus, were able to be used in the questionnaire.

Table V shows the correlation factors used in the selection of the best questions from the initial questionnaire, Appendix 1, for inclusion in the final questionnaire, Appendix 2. This table is only concerned with the questions in the initial questionnaire (Appendix 1) which relate to the reader's interest in the Newsletter and/or the specific subsections of the Newsletter.

Table VI shows the correlation numbers for the selection of the most predictive sets of questions concerning the editorial aspects of the Newsletter.

Table VII shows the correlation numbers for the selection of the most predictive sets of questions concerning the readers' opinions of the usefulness of the Newsletter and its subsections.

The correlation factors represent a single figure which indicates the predictability of one question given the other, i.e., if question one asked if a person liked the color red best and his answer was yes, a similar question later should elicit the same response. If this is perfectly true it is said to have a correlation factor of 1.0.

Questions 2:15, 20:25 were used because of their high correlation and the cross correlations exhibited. They represent a mean of 75% predictability for any one set of questions concerning the readers' interest in the Newsletter. By including two sets of highly cross correlated questions the desired effect of high predictability was achieved. The lowest standard errors for any subsection of the interest variable was 99.02%. No less reliability was achieved for the editorial and usefulness sections of the analysis.

The two sets of questions selected to predict the editorial responses were 28:33 and 41:39. Although question 7:22 has a slightly higher negative correlation factor than set 28:33, set 7:22 was not used to avoid keypunch problems.

The sets of questions used to predict the usefulness of the Newsletter were 9:27 and 9:37. This was simplified to eliminate the common question number 9 in the two sets thus the questions used in the final questionnaire were question 9, 21 and 37 of the initial questionnaire.

TABLE V

Selection of most predictive sets of questions concerning the readers' interest in the Newsletter and its Subsections

Question Number	Correlation Number
15:25	-.77
20:25	.75
15:25	-.75
2:15	-.70
18.43	.59
8.20	-.54

TABLE VI

Selection of the most predictive sets of questions
concerning the editorial aspects of the Newsletter

Question Number	Correlation Number
28:33	.55
19:22	.50
41:39	.69
7:19	.57
22:23	.53
7:22	-.58

TABLE VII

Selection of the most predictive sets of questions concerning the readers' veiws of the usefulness of the Newsletter

Question Number .	Correlation Number
9:27	.70
9:37	.70
12:27	.60
24:37	.67
9:37	.50
34:37	.55
9:24	.50
24:37	.59
12:27	.52

APPENDIX 4

Responses to the Questionnaire by Duty Station, Rank and Age

Tables VIII a,b and c through Tables X a,b and c reflect the data gathered for each of the major areas of concern i.e. editorial aspects, usefulness and interest in the Newsletter by age, rank and duty station. The first column of the table indicates the range of responses to the questionnaire. That is to say values approaching one (1) are strongly agree, 2 is agree, 3 is no opinion, 4 is disagree, values greater than 4 and approaching five are interpreted as approaching strongly disagreeing. For example, this data enables the reader to analyze the responses to the questionnaire in an attempt to find out if a particular age, rank or duty station find the Newsletter more useful than other age groups, ranks or duty stations. Accompanying each table is an explanation and interpretation of the data.

Table VIII A shows that the respondents stationed at NSC-ICP's were the most positively inclined towards the editorial aspects of the Newsletter. The sum of their percentage of responses from 1.0 to 2.99 inclusive is 93.8%. of the NSC-ICP respondents feel positively about the editorial aspects of the Newsletter. The least positively inclined group was the students of which 70% of the respondents felt positively about the editorial aspects of the Newsletter.

Table VIII B shows that there is no appreciable difference among the ranks concerning their response to the editorial aspects of the Newsletter. Greater than 70% but less than 86% of the respondents responded positively to the editorial aspects of readability & receipt.

Table VIII C shows the percentage of responses by age group concerning the editorial aspects of the Newsletter. When the values between 1.0 and 2.9 are added by age group i.e. 20-24 $10.5 + 45.8 + 22.9 = 79.2\%$, a definite progression results. The progression is: 20-24 = 79.2%; 25-29 = 82.7%; 30-34 = 83.7%; 35-39 = 85.6%; 40-44 = 90.2%, 45-49 = 88.4%; 50 over = 90.4%. This shows that 79% of the 20-24 reacted favorably to the editorial aspects while the most favorable reaction was from the 50 and over group.

Table IX A shows the percentage of response by duty station concerning the interest in the Newsletter. By adding the values between 1.0 and 2.99, the percentage of positive interest by duty station can be obtained. The highest value expressed is by the afloat units with a 15.9% positive interest in the Newsletter. The lowest positive response is from the overseas shore stations $4.5\% + .9 = 5.4\%$ positive interest.

Table IX B shows the percentage of response by rank concerning the interest in the Newsletter. By adding the % responses between 1.0 and 2.9 it can be seen that the most positive interest is exhibited by the flag rank. It must be

TABLE VIIIA

Percentage of Response by Duty Station Concerning the Editorial Aspects

	Duty Stations	NSC-ICP	CONUS Shore	Afloat	Student	Overseas Shore
Strongly Agree	1.0-1.49	18.4%	1.8%	1.8%	-	.9%
	1.5-1.99	20.0%	25.7%	10.7%	15%	18.6%
Agree	2.0-2.49	47.7%	42.8%	42.9%	45%	33.7%
	2.5-2.99	7.7%	19.6%	28.5%	10%	19.6%
No Opinion	3.0-3.49	6.1%	5.9%	8.5%	10%	9.4%
	3.5-3.99	-	3.9%	5.8%	15%	13.1%
Disagree	4.0-4.49	-	.3%	1.7%	5%	4.6%
Strongly Disagree	4.49-5.0	-	-	-	-	-

TABLE VIIIB

Percentage of Response by Rank Concerning the Editorial Aspects

	Ranks	E8	E9	0-1	02/03	0-4	0-5	0-6	Flag
Strongly Agree	1.0-1.49	1.5%	6.3	2.6	2.4	1.0	-	4.0	-
	1.5-1.9	19.7%	21.9	21.1	16.9	23.8	28.3	16.0	28.6
Agree	2.0-2.49	33.4%	28.1	36.9	40.7	49.0	44.2	42.0	57.1
	2.5-2.9	21.2%	37.5	21.0	23.4	14.8	17.7	32.0	0
No Opinion	3.0-3.49	9.0%	3.1	15.8	6.9	6.7	6.2	4.0	14.3
	3.5-3.9	10.6%	3.1	2.6	8.0	4.3	3.6	2.0	-
Disagree	4.0-4.49	6.0%	-	-	1.7	.5	-	-	-
Strongly Disagree	4.49-4.99	-	-	-	-	-	-	-	-

TABLE VIIIC

Percentage of Response by Age Concerning the Editorial Aspects

Age	20-24	25-29	30-34	35-39	40-44	45-49	50+	
Strongly Agree	1.0-1.49	-	1.5	4.7	.6	.8	3.4	1.4
	1.5-1.9	10.5	17.8	25.6	21.4	25.2	24.1	15.3
	2.0-2.49	45.8	38.7	42.6	42.2	47.9	36.8	45.9
Agree	2.5-2.9	22.9	24.7	10.8	21.4	16.3	24.1	27.8
	3.0-3.49	18.8	5.7	8.7	5.2	6.5	8.0	4.2
	3.5-3.9	2.1	8.6	5.4	8.2	1.6	3.4	4.2
Disagree	4.0-4.49	-	2.0	2.4	.6	1.6	-	1.4
	4.5-4.9	-	-	-	-	-	-	-

TABLE IXA

Percentage of Response by Duty Station Concerning the Interest in the Newsletter

	Duty Station	NSC-ICP	CONUS Shore	Afloat	Student	Overseas Shore
Strongly Agree	1.0-1.49	-	-	-	-	-
	1.5-1.99	-	-	.4	-	-
Agree	2.0-2.49	-	.6	.4	5.0	.9
	2.5-2.99	10.7	11.4	15.1	5.0	4.5
No Opinion	3.0-3.49	76.9	77.8	69.1	80.0	79.2
	3.5-3.99	12.2	10.1	13.2	10.0	14.9
Disagree	4.0-4.49	-	.3	1.2	-	-
Strongly Disagree	4.5-4.99	-	-	-	-	-

TABLE IXB

Percentage of Response by Rank Concerning the Interest in the Newsletter

Rank	E8	E9	0-1	02/03	0-4	0-5	0-6	Flag
Strongly Agree								
	1.0-1.49	-	-	-	-	-	-	-
	1.5-1.9	-	-	-	-	-	-	14.3
Agree								
	2.0-2.49	-	-	-	1.5	.9	2.0	-
	2.5-2.9	10.5	3.1	15.7	10.7	9.0	16.0	14.3
No Opinion								
	3.0-3.49	77.1	87.8	79.1	72.6	80.6	70.0	57.2
	3.5-3.9	12.0	9.4	2.6	16.2	9.0	10.0	14.3
Disagree								
	4.0-4.47	-	-	2.6	.6	.9	-	-
Strongly Disagree								
	4.5-4.9	-	-	-	-	-	-	-

TABLE IXC

Percentage of Response by Age Concerning the Interest in the Newsletter

Age	20-24	25-29	30-34	35-39	40-44	45-49	50+
Strongly Agree	1.0-1.49	-	-	-	-	-	-
	1.5-1.9	-	-	-	-	-	1.4
Agree	2.0-2.49	-	-	1.2	-	1.1	-
	2.5-2.9	16.8	9.0	13.9	11.3	11.2	14.0
No Opinion	3.0-3.49	77.4	73.0	75.6	79.8	74.3	69.7
	3.5-3.9	6.3	16.6	8.4	8.9	12.3	8.4
Disagree	4.0-4.4	-	1.0	-	-	-	2.8
Strongly Disagree	4.5-5	-	-	-	-	-	-

born in mind that only 7 respondents were obtained from flag officers. One response would indicate 14.3% of the total respondents. The most positive response is flag = 28.6%, 06 = 18.0%; 01 = 15.7%; 04 = 14.5%; 02/03 = 10.7%; E8's = 10.5%, 05 = 9.9%, and E9's = 3.1%.

Table IX C shows the percentage of responses by age concerning the interest in the Newsletter. By adding the percentage of responses between 1.0 and 2.9 inclusive by age group the interest expressed in the Newsletter by these groups may be ordered. The most positive response is from the 20-24 year old group with 16.8% being positively interested in the Newsletter. After which comes 50 and over 15.4%; 35-39 = 15.1%, 45-49 = 12.3%; 40-44 = 11.3%; 25-29 = 9.0%; and 30-34 = 8.0%.

Table X A shows the percentage of response by duty station concerning the usefulness of the Newsletter. By adding the percentage responses between 1.0 and 2.9 for each duty station it can be seen that the Afloat duty stations (77.3%) find the Newsletter most useful and the students and NSC-ICP's find it least useful 55.0% positive response.

Table X B shows the percentage of response by rank concerning the usefulness of the Newsletter. By adding the percentage response the ranks can be ordered. They are: E8's = 88.8%, positive response, E7's = 84.4%, 01 = 79.0%, Flag = 71.5%, 02/03 = 70.6%, 04 = 63.5%, 05 = 65.8%, 06 = 60.0%. A definite trend can be seen. With the

exception of Flag Rank the percentage of respondents finding the Newsletter useful decreases with increasing rank.

Table X C shows the percentage of response by age concerning the usefulness of the Newsletter. By adding the percentage responses between 1.0 and 2.9 for each age group, the groups may be ordered. The ordered percentage of positive responses by age group are: 25-29 = 71.9%, 20-24 = 71.2%, 40-44 = 70.6%, 50 and over = 69.7%, 35-39 = 65.7%, 30-34 = 63.9%.

TABLE XA

Percentage of Response by Duty Station Concerning the Usefulness of the Newsletter

	Duty Station	NSC-ICP	CONUS Shore	Afloat	Student	Overseas Shore
Strongly Agree	1.0-1.49	1.5	2.3	1.2	-	-
	1.5-1.9	4.6	6.8	5.2	-	8.3
Agree	2.0-2.49	22.9	26.9	28.4	20.0	33.5
	2.5-2.9	26.0	32.4	42.5	35.0	27.1
No Opinion	3.0-3.49	35.1	21.8	17.8	35.0	22.4
	3.5-3.9	3.0	6.0	3.0	5.0	3.6
Disagree	4.0-4.49	3.1	2.0	1.3	-	3.7
Strongly Disagree	4.49-5.0	3.0	3.3	-	5.0	.9

TABLE XB

Percentage of Response by Rank Concerning the Usefulness of the Newsletter

Rank	E8	E9	0-1	02/03	0-4	0-5	0-6	Flag
Strongly Agree								
	1.0-1.49	4.5	-	.7	2.0	1.8	-	14.3
	1.5-1.9	16.5	9.3	4.8	4.0	6.3	10.0	28.6
Agree								
	2.0-2.49	46.8	37.5	27.2	23.6	24.8	22.0	38.6
	2.5-2.9	21.0	37.6	47.4	33.9	32.9	28.0	-
No Opinion								
	3.0-3.49	10.5	12.4	15.8	24.9	24.9	28.0	14.3
	3.5-3.9	-	3.1	5.2	4.9	7.2	6.0	14.3
Disagree								
	4.0-4.49	-	-	-	4.9	1.8	2.0	-
Strongly Disagree								
	4.5-5.0	-	-	.6	3.0	.9	4.0	-

TABLE XC

Percentage of Response by Age Concerning the Usefulness of the Newsletter

Age	20-24	25-29	30-34	34-39	40-44	45-49	+50
Strongly Agree	1.0-1.49	.5	1.6	2.5	2.4		
	1.5-1.9	2.5	9.4	5.7	4.0		
Agree	2.0-2.49	30.6	24.2	25.0	32.4		
	2.5-2.9	38.3	28.7	32.5	31.8		
No Opinion	3.0-3.49	20.8	28.0	20.4	21.8		
	3.5-3.9	5.5	4.0	5.7	4.0		
Disagree	4.0-4.49	1.0	4.0	3.7	1.6		
Strongly Disagree	4.5-5	.5	.8	3.1	1.6		

APPENDIX 5

Graphic Presentation of Response

These figures showing the composite of responses to the questionnaire.

Figure 1 is the graphical illustration of the responses to questions 4, 7 and 12 inclusive. These questions apply to the editorial aspects of receipt and readability of the Newsletter.

Figure 2 is composed of the aggregate response to questions 5, 8, 9, 13, and 14. These questions aimed at reflecting the respondents' interest in the Newsletter.

Figure 3 is composed of the responses to questions 6, 10, and 11. These questions solicited responses pertaining to the respondents' views at the usefulness of the Newsletter.

FIGURE 1

EDITORIAL COMPOSITE OF QUESTIONS

4, 7, 12

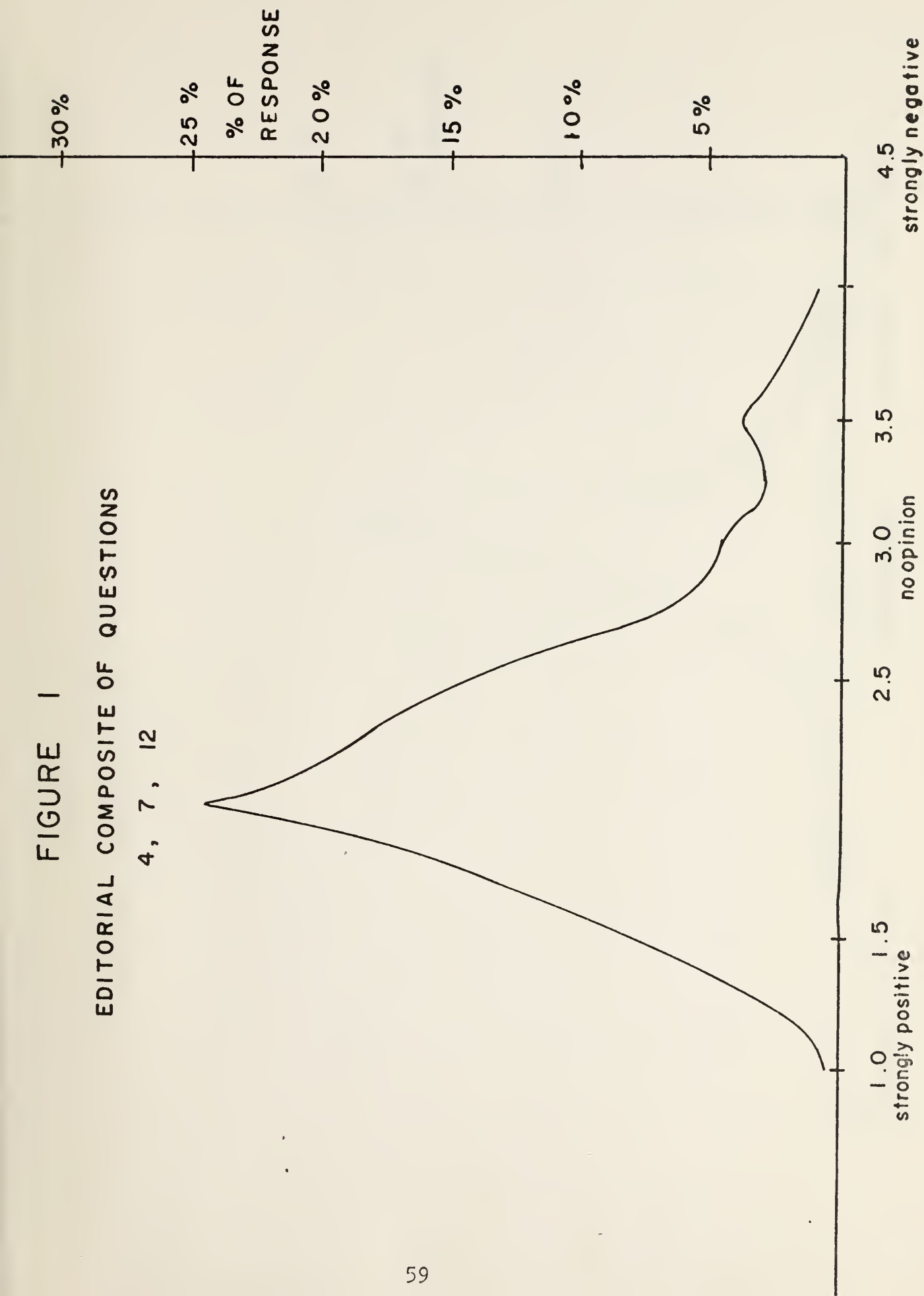


FIGURE 2

INTEREST COMPOSITE OF QUESTIONS

5, 8, 9, 13, 14

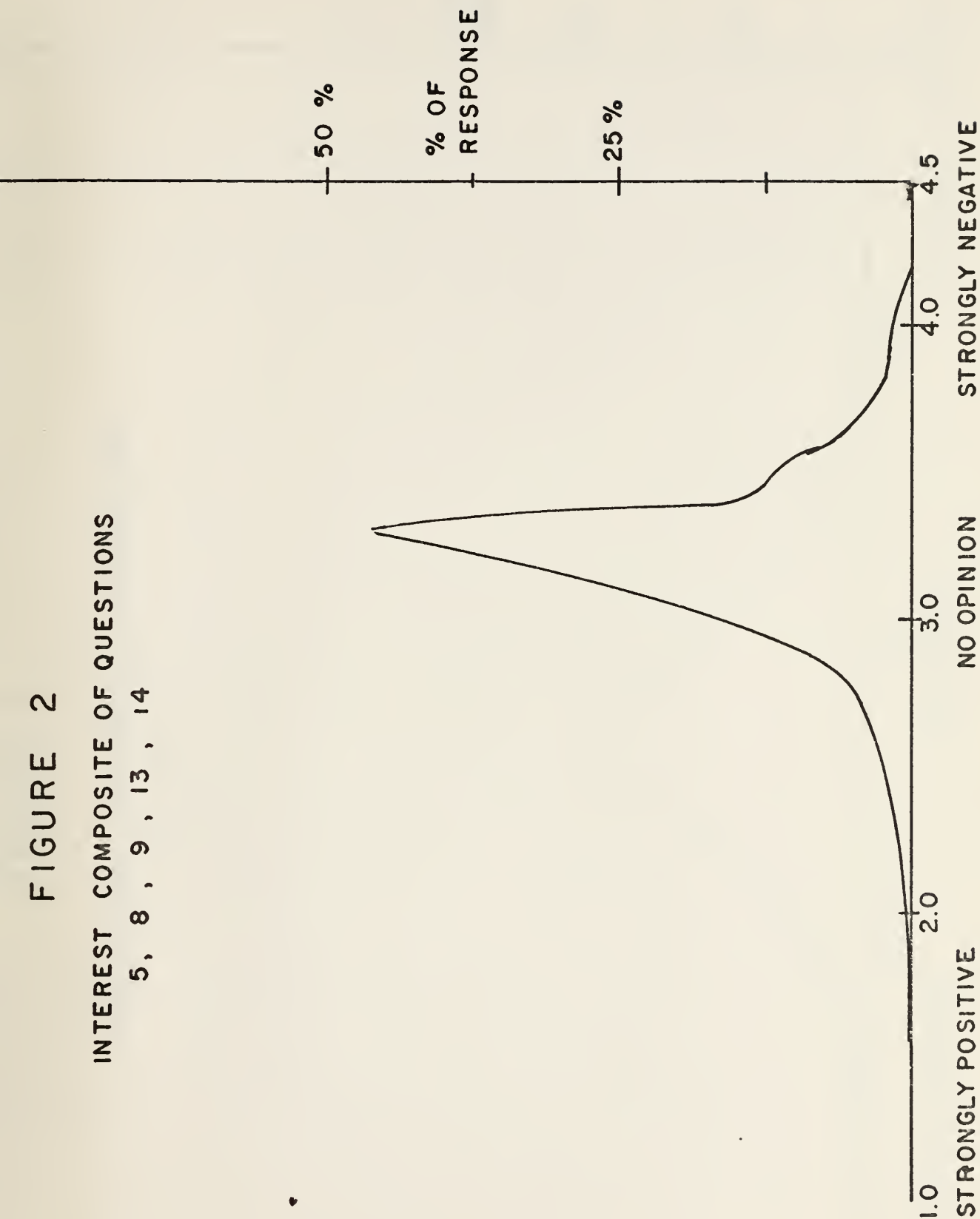
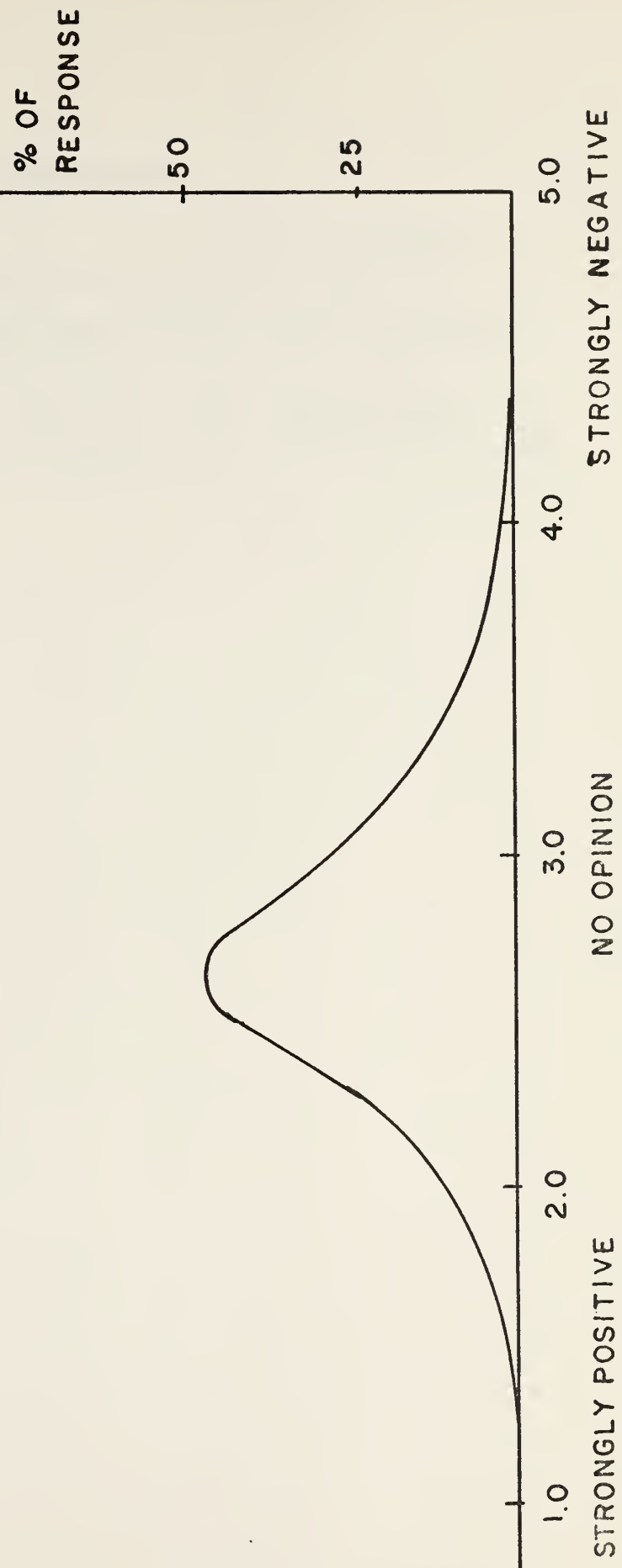


FIGURE 3

USEFULNESS COMPOSITE OF QUESTIONS
6, 10, 11



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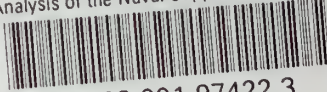
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